R E P O R T R E S U M E S

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A DISTRIBUTIVE EDUCATION GUIDE TO AVAILABLE LITERATURE.

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OHIO STATE UNIV., COLUMBUS

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HANDOUTS, REPRINTS, PAMPHLETS, AND BROCHURES AVAILABLE FROM THE DISTRIBUTIVE EDUCATION MATERIALS LABORATORY AT THE OHIO STATE UNIVERSITY ARE LISTED. THESE ARE FOR USE IN THE CLASSROOM, OR IN DEVELOPING OR PROMOTING DISTRIBUTIVE EDUCATION PROGRAMS. THE MANUAL INCLUDES (1) A LIST OF MATERIALS FOR SALE WITH FORM NUMBER, BRIEF DESCRIPTION, AND PRICE, AND (2) A LIST OF FREE MATERIALS. ORDER BLANKS FOR BOTH ARE INCLUDED. THIS DOCUMENT IS AVAILABLE FROM DISTRIBUTIVE EDUCATION MATERIALS LABORATORY, THE OHIO STATE UNIVERSITY, 124 WEST 17TH AVENUE, COLUMBUS, OHIO 43210. (MM)

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
OFFICE OF EDUCATION

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A

DISTRIBUTIVE EDUCATION

GUIDE

TO

AVAILABLE LITERATURE

Sep 1966

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This brief manual will serve as a guide as to what literature pieces are available from the Distributive Education Materials Laboratory. "Literature" will include for our purposes here - handouts, reprints, pamphlets and brochures for classroom use and as aids in the overall functioning of the Distributive Education program.

A distinction will be made on items necessary to be sold as opposed to the free materials that are available. A brief description of each item will be stated to familiarize the reader with the literature piece.

It is hoped that the recipients of this manual will:

1) Give the lab a "reading" as to how well a literature piece performs its intended function.

2) Notify us immediately when you feel a literature piece is becoming obsolete and help us with your suggestions for revision.

3) Submit original forms and literature pieces that you have developed so that we may mass produce these for use by all Ohio coordinators.

4) Let us know of any pertinent article or reprint that you have read and found for use in your classroom, again so that we may contact its author and secure these for use by all our coordinators.

Thank you for your cooperation.

Thomas A. Hephner, Consultant
Distributive Education Materials Lab

Anna Mae Barnett, Secretary
Distributive Education Materials Lab

Distributive Education Materials Laboratory
The Ohio State University
124 W. 17th Avenue
Columbus, Ohio 43210

PART I

DISTRIBUTIVE EDUCATION

LITERATURE PIECES FOR SALE ONLY

Form Number	Name and Description	Price
DEML Form #1 (TO/SO)	TEN PRINCIPLES OF MODERN RETAILING Source - Materials Lab, (16 pages). Based on a National Cash Register booklet of the same name. A radio or TV script suitable also for assembly programs or banquet skit. Good role-playing mechanism.	$ .10 each
DEML Form #2 (TO)	RESEARCH PROCEDURES FOR DISTRIBUTIVE EDUCATION Reproduced by Materials Lab, original source, D. E., Florida Department of Education. A paper presented at the AVA Convention, 1965. (10 pages) Describes planning approach to classroom research by D. E. students with a step by step assignment process, also techniques of collecting, tabulation and analization of results.	$ .10 each
DEML Form #3 (TO/SO)	CREATIVE MARKETING RESEARCH PROJECT Reproduced by Materials Lab (5 pages). An actual copy of a student made marketing survey in Bellefontaine entitled "A Survey on Night Openings in the Bellefontaine Business District (Summary)." Gives conclusions, findings, scope of study.	$ .08 each
DEML Form #4 (TO/SO)	A PROFITABLE EDUCATION EXPERIENCE FOR DISTRIBUTIVE EDUCATION STUDENTS -- GOING INTO BUSINESS FOR YOURSELF Reproduced by Materials Lab (5 pages). A concise format for student project giving objective to be met, sources of information for students and specific project outline with references - excellent creative classroom project tool.	$ .10 each

DEML Form #5 (TO/SO)
MARKETING AS A CAREER - A BIBLIOGRAPHY — $ .05 each
Reproduced by the Materials Lab from the same listing published by the American Marketing Association (4 pages). Gives some 16 sources of information on marketing areas of special interest to the career minded student. Many of these listed sources provide free materials to the student and/or teacher.

DEML Form #6 (TO/SO)
THE PLACE OF THE SMALL BUSINESSMAN AND HIS BUSINESS IN OUR NATIONAL ECONOMY — $ .10 each
Source: A speech by Howard Ridgeway, The Seven Up Company, reproduced by the Materials Lab (8 pages). An excellent speech answering pertinent questions such as - what is a small businessman?, Can they compete with big business? and How can I become a small businessman?

DEML Form #7 (SO)
LAND OF OPPORTUNITY — $ .02 each
Poster idea, included in packet of poster ideas (see DEML Form #30).

DEML Form #8 (SO)
MY STORE AND MY JOB — $ .10 each
Source: Materials Lab (16 pages). A long standing individualized workbook for students to acquaint them with beginning rules and regulations of their jobs. Extremely valuable to the beginning student, supplements greatly teacher orientation and serves as excellent lead into units such as advertising, layout, personal grooming, etc. Suggest a copy for each student at the beginning of the school year.

DEML Form #9 (TO)
A PROPOSAL FOR A NON-COOPERATIVE PREPARATORY PROGRAM — $ .10 each
Source: Reproduced by the Materials Lab (5 pages). An answer to the problem of providing a Distributive Education curriculum for the small school unable to support a 15 member Coop D.E. program. Suggests a course "track" for D. E. Outlines clearly a three year non-working program for grades 10-12.

DEML Form #10 (TO/SO)

SCREEN PROCESS PRINTING — $ .75 each

Source: Patterson, Ohio Materials Lab, original project (24 pages bound). A new publication by Pat Patterson describing in detail the silk screen printing process. Includes specific details on how to make your own equipment, how to print with screen equipment, and suggestions for uses of finished products. Well illustrated, written for the layman and full of ideas.

DEML Form#11 (TO/SO)

DISPLAY MADE EASY — $ 1.00 in state, $ 2.00 out of state

Source: Patterson, Ohio Materials Lab, an original project (67 pages). An excellent unit on teaching display as part of the D. E. course. Simply written for student comprehension, it thoroughly covers the field of display illustrating profusely the different principles involved. As a bonus, it is loose-leaf bound so that the teacher's copy may be separated and individual pages run on Thermofax to produce transparencies or spirit master hand-outs (if every student doesn't have the entire unit).

DEML Form #12 (TO)

A POST-HIGH SCHOOL COOPERATIVE DISTRIBUTIVE EDUCATION PROGRAM IN THE WHOLESALING FIELD: MANUAL #1: ORGANIZING AND CONDUCTING A PROGRAM — $ 1.50 each

Source: Materials Lab, printed in booklet form (52 pages). Authored by Dr. William B. Logan, Projector Director, Director of D. E. Institutes; Bernard C. Nye, State Supervisor, Ohio Distributive Education; and Leon Linton, Instructor Coordinator, Ohio Wholesale Management Program. Discusses very thoroughly objectives for the Wholesale Program, Advisory Committees, Administration, Staff, Promotion, Classroom Instruction, Instruction on the Job, Student Evaluation and concluding Bibliography. Invaluable as a guide to the establishment of a Wholesaling Post-High School Program.

DEML Form #13 (TO)

A POST-HIGH SCHOOL COOPERATIVE DISTRIBUTIVE EDUCATION PROGRAM IN THE WHOLESALING FIELD: MANUAL #2: CURRICULUM FOR A PROGRAM — $ 1.50 each

Source: Materials Lab, Printed in booklet form (47 pages). Authored by Dr. William B. Logan, Project Director and Director of D.E. Institutes; Bernard C. Nye, State Supervisor, Ohio Distributive Education; and Leon Linton, Instructor-Coordinator, Ohio Wholesale Management Program. Describes

(DEML #13 cont.) curriculum content with specific subject areas detailed for first year and second year Wholesale students. Each course plan includes suggested objectives, topic outlines, methods and techniques for presentation and bibliographies.

DEML Form #14 ADVISORY COMMITTEES - MANUAL #3 $ 1.00 each

(TO) Source: Materials Lab, printed in booklet form (29 pages). Developed from a Coordinator Committee on Advisory Committees under the direction of Dr. William B. Logan. An excellent guide to advisory committee organization and function. Includes types of advisory committees, committee composition, organization of committee, committee meetings, advisory committee role and function and evaluation with concluding bibliography.

DEML Form #15 STUDENT ABILITIES AND ATTITUDES IN A DISTRIBUTIVE EDUCATION PROGRAM $ .05 each

(TO) Source: Materials Lab, (4 pages). Not for general distribution, directed toward Guidance people and school administrators. A brief, but good, synopsis of Distributive Education attitudes and abilities required of the student and how the D.E. student with these traits influence those around him. An excellent piece to be read by those people who play a part in selection of students or in the over all function of a Distributive Education program.

DEML Form #16 OHIO'S HIGH SCHOOL PROGRAM OF DISTRIBUTIVE EDUCATION 10 for $ .25
50 for $1.00

(SO) Source: Materials Lab, (7 pages). Concise printed pamphlet explaining the high school coop program from the daily program, subjects studied, to possible career opportunities available to the D. E. graduate. Excellent as a recruiting device.

DEML Form #17 D.E FOR ME?? COULD BE... $ .01 each

(SO) Source: Materials Lab (3 pages). Somewhat similar to DEML Form #16 but less detailed. Number 17 is used by most coordinators to guage initial reaction in mass recruiting assemblies, etc. Has a fill-in blank on back cover for indication of interest in program.

DEML Form #18 (TO)	MANUAL OF OPERATIONS FOR ADULTS Source: Materials Lab (20 pages). Covers the scope of the adult education program including establishment procedures, curriculum, instructor qualification, course content, etc. Illustrates necessary forms to be filled out. Acts as a complete guide to starting and maintaining an adult education program.	$ 1.00 each
DEML Form #19 (TO)	WHY USE AUDIO-VISUAL MATERIALS? Source: Materials Lab (7 pages). Gives audio-visual tips for classroom teaching and discusses briefly the various audio-visual techniques available to todays classroom instructor.	$ .05 each
DEML Form #20 (TO)	EXPENDABLE SUPPLIES FOR A D. E. CLASSROOM Source: Materials Lab -- compiled from a survey of 21 Ohio Coordinators (5 pages). Lists materials and supplies by the normal D. E. classroom in the course of the school year. Excellent for the beginning coordinator, of help to the experienced coordinator in requisitioning materials. Gives quantities and average prices.	$ .05 each
DEML Form #21 (TO/SO)	A LIBRARY FOR DISTRIBUTIVE EDUCATION Source: Materials Lab (16 pages). Gives complete bibliography sources of student, teacher reference books dealing with major topic areas of Distributive Education. Over 200 titles listed with approximate cost involved for each one. Also a text book source and classroom report source for specific subject areas.	$ .25 each
DEML Form #22 (TO)	D. E. CLASSROOM LAYOUTS Source: Materials Lab (16 pages). Many excellent tips are included on selected D. E. classroom layouts that have been succe ul in acutal practice throughout the state. Data on lighting, physical consideration, equipment and rough position layouts are included to help the school system that is remodeling or building a new D. E. classroom laboratory.	$ .10 each

DEML Form #23 (TO) — WORK EXPERIENCE VS. COOPERATIVE EDUCATION — $ .05 each

Source: Materials Lab (4 pages) from a published report printed in the Illinois Vocational Progress, Sept. 1948. Contrasts specifically, point by point, the pros and cons of a work experience vs. a cooperative education program as seen through the eyes of the student, the parent, the school, and the employer. This report is specific, to the point and quite objective.

DEML Form #24 (TO) — A REPORT OF A SIGNIFICANT FOLLOW-UP STUDY OF STUDENT POST-HIGH SCHOOL OCCUPATIONAL AND EDUCATIONAL EXPERIENCES — $ .05 each

Source: Materials Lab, reprinted from a nation-wide study of vocational education completed by the American Institutes for Research (3 pages). Indicates major occupational findings of 10,000 vocational graduates and 3,000 academic graduates selected from 100 high schools in 38 states. Graduates ranged from 2 to 11 years out of high school.

DEML Form #25 (TO) — MR. EMPLOYER — $ .01 each

Source: Materials Lab (4 pages) (currently being revised). A handout applicable to businessmen, parents, and students; but primarily designed for potential job stations. Explains briefly the Distributive Education program and the responsibilities of all parties involved.

DEML Form #26 (TO/SO) — HOW TO HAVE MORE IDEAS — $ .10 each

Source: Reproduced by the Materials Lab from "Winning Personal Recognition", Prentice Hall, Inc. (12 pages). A four step approach to building a creative mind. A practical approach to developing thought processes leading to fresh ideas and innovation.

DEML Form #27 (TO) — HOW TO PROMOTE A CAREERS IN RETAILING WEEK — $ .10 each

Source: Materials Lab reproduced from an article by the National Retail Merchants Association, 11/23/64 (17 pages). A planned project for a Distributive Education class. Detailed information concerning all phases of the retailing careers project including publicity tips, source materials, sample releases and a suggested speech text.

DEML Form #28 (TO/SO) — INTRODUCTION CARDS — $ .01 each

Source: Materials Lab. Attractively printed "3x5" cards "introducing" the Distributive Education student to a prospective employer. Backside of card indicates employers decision as to whether or not he will hire the student. Excellent card to introduce the student.

DEML Form #29 (TO/SO) — WORDS OFTEN USED IN BUSINESS — $ .50 each

Source: Materials Lab reproduced from Cities Service Oil Company's List (54 pages). Used in the DECA Vocabulary Contests, this is an excellent list used also in development of class comprehension of business terminology. Used also successfully in seeking out and identifying terms applying to a specific unit the class may be studying.

DEML Form #30 (TO/SO) — PACKET OF POSTER IDEAS — $ 1.00 each

Source: Materials Lab, original renderings by Pat Patterson (total of 17). A collection of poster and bulletin board ideas for use in the classroom. They depict graphically and often humorously certain rules to be remembered.

DEML Form #31 (TO) — THE STORY OF DISTRIBUTIVE EDUCATION — $ 4.00 each

Source: Materials Lab. Published by NADET in cooperation with the Sears Roebuck Company. A very attractive portable (15"x 11 1/2") flip-chart presentation. It is blue vinyl bound and carries 15 colored glossy board sheets, including 2 blank sheets for local publicity. Professionally done, this printed piece can be set on a merchant's counter to explain specifically all phases of the Distributive Education program and how his participation is an integral part of the program. This item has been used quite successfully in securing job stations by all Ohio Coordinators.

DEML Form #32 (TO) — A TEACHING OUTLINE FOR CONDUCTING A SHORT COURSE - METHODS TO DETECT SHOPLIFTERS — $ .10 each

Source: Materials Lab, authored by William Ruth, Distributive Education Coordinator, Whitehall Yearling High School. .. unique Distributive Education teaching unit on shoplifting illustrating preventative measures, factors inducing shoplifters, tools used by shoplifters, types of

shoplifters and reasons why stores have shoplifting problems. Explains the role of the salesperson in preventative measures and discusses at length Ohio's shoplifting laws. Well documented and supported by bibliography sources.

NOTE: (TO) Indicates generally that the item is teacher oriented.
(SO) Indicates student oriented for use with the class.

The following materials are printed pieces available in limited quantity. A small number of copies is available and generally will be purchased according to need.

Number	Name, Source, and Description	Price
LQ #1	FACTS YOU SHOULD KNOW ABOU TRIBUTIVE EDUCATION Source: American Vocational Association Geared to informing school administrators, board members, etc. of the administrative guidelines and objectives of a Distributive Education program.	$ .10 each
LQ #2	THE VOCATIONAL EDUCATION ACT OF 1963 Source: U.S. Department of Health, Education and Welfare A detailed account of the function of the 1963 Act and the master plan for its future use.	$ .15 each
LQ #3	SALESMAN OF THE FUTURE Source: Research Institute Recommendations A report on the future of the salesman - discussion provoking as a tie-in to a sales unit.	$ .10 each
LQ #4	DISTRIBUTIVE EDUCATION POST-HIGH SCHOOL COOPERATIVE PROGRAMS Source: U.S. Office of Health, Education and Welfare A booklet detailing findings of various studies conducted on cooperative D.E. programs. Contrasts in-school programs with post-high school programs, notes similarities and differences.	$ .15 each
LQ #5	THE EDUCATION OF BUSINESSMEN Source: Business Week (44 pages) A very complete paper discussing the education of the American businessman, what is needed, different approaches now being taken, recommendations for improvement and questions for discussion. Geared mostly to post-secondary education.	$ .75 each

LQ #6 VOCATIONAL AND TECHNICAL EDUCATION $ .40 each

Source: U. S. Department of Health, Education and Welfare

A thorough review of activities in federally aided programs in Vocational and Technical education for the fiscal year, 1963. A state by state report of their vocational programs is an integral part of this booklet.

LQ #7 GUIDELINES FOR TEACHER EDUCATION PROGRAMS IN DISTRIBUTIVE EDUCATION $ .30 each

Source: U. S. Department of Health, Education and Welfare

A guide developed as a result of a national conference of leaders in Distributive Education in 1961. Includes objectives, curriculum development, advanced professional programs, and administration of the teacher educator program.

LQ #8 BUSINESS AND DISTRIBUTIVE EDUCATION IS ALSO FOR THE COLLEGE BOUND $ .05 each

Reprinted from "The Balance Sheet"

A brief but well written discussion of why college bound students could benefit from a Distributive Education course.

LQ #9 SAMPLE STUDENT ON-THE-JOB EVALUATION FORMS $ .10 each

Several of the better job evaluation forms used by Distributive Education coordinators over the state compiled by Thomas Shesky, Teacher-Coordinator, Marion, Ohio. These have been reprinted by the Lab and are available for your use.

LITERATURE ORDER BLANK

Send to: The Ohio State University
Distributive Education
Materials Laboratory
124 W. 17th Avenue
Columbus, Ohio 43210

I. MATERIALS FOR SALE

QUANTITY	FORM NUMBER	NAME	PRICE
_____	DEML #1	Ten Principles of Modern Retailing	$ .10 each
_____	DEML #2	Research Procedures for Distributive Education	$ .10 each
_____	DEML #3	Creative Marketing Research Project	$ .08 each
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_____	DEML #8	My Store and My Job	$ .10 each
_____	DEML #9	A Proposal for a Non-Cooperative Preparatory Program	$ .10 each
_____	DEML #10	Screen Process Printing	$ .75 each
_____	DEML #11	Display Made Easy	$ 1.00 in state $ 2.00 out of state
_____	DEML #12	A Post-High School Cooperative Distributive Education Program in the Wholesaling Field - Manual #1 - Organizing and Conducting a Program	$ 1.50 each
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Order blank, cont.

_____	DEML #15	Student Abilities and Attitudes In A Distributive Education Program	$ .05 each
_____	DEML #16	Ohio's High School Program of Distributive Education	10 for $ .25 50 for $1.00
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_____	DEML #21	A Library for Distributive Education	$ .25 each
_____	DEML #22	D. E. Classroom Layouts	$ .10 each
_____	DEML #23	Work Experience Vs. Cooperative Education	$ .05 each
_____	DEML #24	A Report of a Significant Follow-Up Study of Student Post-High School Occupational and Educational Experiences	$ .05 each
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_____	DEML #28	Introduction Cards	$ .01 each
_____	DEML #29	Words Often Used in Business	$ .50 each
_____	DEML #30	Packet of Poster Ideas	$ 1.00 each
_____	DEML #31	The Distributive Education Story	$ 4.00 each
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_____	LQ #5	The Education of Businessmen	$ .75 each
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_____	LQ #8	Business and Distributive Education is Also for the College Bound	$ .05 each
_____	LQ #9	Sample Student On-The-Job Evaluation Forms	$ .10 each

Please send above order to: _____

_____

_____

Enclosed is my ☐ check ☐ money order - in the amount of $_____.

Please Do Not Send Cash.

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Please send above order to:_____

_____

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Enclosed is my ☐ check ☐ money order - in the amount of $_____.

Please Do Not Send Cash.

II FREE MATERIALS*

The following list of materials is available from the Materials Lab. These are free and generally are items in limited quantity left over from previous coordinator mailings. In keeping with our policy, anything that we receive at no cost will be passed on to you at no cost. Since these are free and most coordinators are already familiar with them, the description will be brief. Please order only what you need and will use.

Item	Name and Source
1)	EDUCATION AND TRAINING FOR THE WORLD OF WORK Source: Upjohn Institute 165 pages - A very complete report containing various studies of employment and unemployment from different states.
2)	POCKET NOTES (8) Source: Fine Hardwoods Association Leaflets -- product information on 8 different kinds of wood.
3)	THE LAZARUS ENTHUSIAST Source: Lazarus Department Stores Reprint of the store organ featuring Distributive Education
	TEACHER'S KIT ON CONSUMER FINANCE Source: National Consumer Finance Corporation A one week teaching unit on consumer finance - very complete with a multitude of things available for the classroom.
5)	YOUR FUTURE THROUGH TECHNICAL EDUCATION YOUR FUTURE THROUGH VOCATIONAL EDUCATION Source: Ohio Division of Vocational Education Leaflet describing sound-filmstrip presentation of the available vocational programs in Ohio.
6)	WHOLESALING Source: Small Business Administration A brief description of the wholesaling function with a very detailed bibliography of readings available to the individual interested in the field.
7)	IN-STORE SIGN CENTER Source: Speedrite Products, Inc. Manufacturer's leaflet on a complete sign making unit for the store or classroom.
8)	1964 FINANCIAL ANALYSIS OF 31 PETROLEUM COMPANIES Source: Chase Manhatten Bank Self-explanatory.

*Applies to Ohio residents only and generally those who are associated with the Ohio Distributive Education Services.

9) YOU: PUBLIC RELATIONS EXPERT
Source: American Oil Company
Booklet containing helpful tips on your public relations program - quite detailed..

10) USING OUR CREDIT INTELLIGENTLY
Source: National Foundation for Consumer Credit
54 pages - very good detailed discussion of credit, could be used as a classroom text for a unit on consumer credit.

11) GUIDANCE IN BUSINESS EDUCATION
Source: South-Western Publishing Company
Good comprehensive study of business education with curriculum suggestions, etc.

12) SOME CONCEPTS ESSENTIAL TO A BASIC UNDERSTANDING OF ECONOMICS
Source: South-Western Publishing Company.
Short course on understanding basic Economic principles (leaflet form)

13) DISTRIBUTIVE EDUCATION ISSUES
Source: South-Western Publishing Company
Describes pertinent issues effecting Distributive Education teacher training, value of work experience, levels of D.E. administration, etc.

14) THE AAAA STUDY ON CONSUMER JUDGMENT OF ADVERTISING
Source: American Association of Advertising Agencies
31 page booklet detailing studies made of consumer reactions to advertising - answers many pertinent questions about the field, ties in well with advertising unit.

15) DISTRIBUTIVE EDUCATION CLUBS OF AMERICA
Source: DECA
Leaflet describing DECA - good introductory piece.

16) HOOK N' LOOP BOARD
Source: Charles Mayer Studios
Various literature sheets describing audio-visual materials available to D. E. coordinators.

17) THE MIRACLES OF CREDIT
Source: Ohio Consumer Loan Association
Booklet depicting a family and its introduction to and use of credit - fits into a teaching unit on credit.

18) FAMILY DEPARTMENT STORE INSTALLATIONS
Source: Columbus Show Case
Glossy booklet showing pictures of department store displays - could be used nicely as part of a display unit.

19) DISTRIBUTIVE EDUCATION - AN ANSWER TO TRAINING NEEDS OF BUSINESS

Source: Washington Report

Excellent hand-out to those unfamiliar with Distributive Education. Of particular value to coordinators starting a new program.

20) VOCATIONAL EDUCATION AND MANPOWER NEEDS

Source: U.S. Department of Labor

A brief discussion of the national manpower needs with the part that Vocational Education plays in answering these needs.

LITERATURE ORDER BLANK

Send to: The Ohio State University
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II. FREE MATERIALS

QUANTITY NEEDED	
_____	Education and Training for the World of Work
_____	Pocket Notes
_____	The Lazarus Enthusiast
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_____ In-Store Sign Center

_____ 1964 Financial Analysis of 31 Petroleum Companies

_____ You: Public Relations Expert

_____ Using Our Credit lligently

_____ Guidance in Business Education

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(Supplement to "A Distributive Education Guide to Available Literature".)

The following items are available to Ohio Distributive Education people at no charge and can be secured merely by writing the Distributive Education Materials Laboratory and requesting them. Orders will be filled on a first come first serve basis. Generally, these are items that are obsolete (but in many cases still of some benefit), left over from previous mailings, or items which we received in small quantities insufficient to be included in a handout to all coordinators. We reserve the right to limit quantities if necessary and ask only that you "pick and choose" that which you have a need for. Please don't ask us to "Send me one of everything."

Let us hear from you!

Item	Name and Source
21)	AUTO AIR CONDITIONING SALES FLIP CHART Source: Montgomery Ward May be useful in teaching a unit on sales - professional flip chart presentation.
22)	OHIO RESTAURANT ASSOCIATION POSTER Source: Ohio Restaurant Association Illustrates career opportunities in restaurant management.
23)	A FEDERAL AID PRIMER FOR BUSINESS EDUCATORS Reprint from Business Education World -- Describes current Federal legislation effecting business areas.
24)	SMALL BUSINESS ADMINISTRATION PUBLICATIONS Source: Small Business A complete list and order blank of the "For Sale Publications."
25)	SMALL BUSINESS ADMINISTRATION PUBLICATIONS Source: Small Business Describes all available free publications
26)	TEACHING AIDS FOR HIGH SCHOOL CLASSES IN DISTRIBUTIVE EDUCATION (1957) A lengthly publication somewhat dated but still of benefit if you haven't seen it before!
27)	CELANESE FAMILY OF CONTEMPORARY FIBERS Product information on synthetic fibers

28) VOCATIONAL EDUCATION FOR THE FOOD DISTRIBUTION INDUSTRY
Mary Marks speech to convention of the Cooperative Food Distributors of America.

29) FILMS AND SLIDES TO EXPLAIN AMERICAN BUSINESS
Source: Chamber of Commerce of the United States of America.
Selected films available on rental basis from U.S. Chamber of Commerce.

30) AUTO PARTS COUNTERMAN KIT
University of Texas manual order blank and description.

31) PRODUCE CARE, PREPARATION AND MERCHANDISING
University of Texas manual order blank and description.

32) WATCH OUT FOR THAT THIEF
Source: National Retail Merchants
Booklet describing shoplifting techniques and prevention

33) A PSYCHOLOGIST LOOKS AT MOTIVATIONAL PROBLEMS IN TRAINING
Source: U. S. Department of Labor

34) A COUNSELORS GUIDE TO FEDERAL AID PROGRAMS
A reprint from the Occupational Outlook Quarterly

35) HOW TO TRAIN OTHERS
Source: Proctor and Gamble
An excellent booklet illustrative of the programmed learning techniques large companies are using to train their managers to train their employees.

36) DO YOU KNOW THAT YOU ARE THE PUBLIC RELATIONS EXPERT IN YOUR STORE?
Source: National Retail Merchants Association
Good handout for Distributive Education students.

37) SMILING SCOT PRODUCTS
A catalog of fund raising ideas from Smiling Scot, Columbus, Ohio.

38) AN OHIO ADVENTURE
Source: Ohio Restaurant Association
Facts about Ohio's Restaurant industry and career opportunities existing in this field.

39) A JOB DESCRIPTION GUIDE TO THE OHIO RESTAURANT INDUSTRY
Source: Ohio Restaurant Association
Facts about Ohio's Restaurant industry and career opportunities existing in this field.

40) THE MYSTERY OF ECONOMIC GROWTH
Source: Federal Reserve Bank of Philadelphia
Brief resume of economics in our society for the layman.

41) WHAT WE DON'T KNOW CAN HURT US (1965)
An address by Francis Keppel, former U. S. Commissioner of Education.

42) THE STORY OF FIBERS, YARNS AND FABRICS
Celanese product information.

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_____ Celanese Family of Contemporary Fibers
_____ Vocational Education for the Food Distribution Industry
_____ Films and Slides to Explain American Business
_____ Auto Parts Counterman Kit
_____ Produce Care, Preparation and Merchandising
_____ Watch Out For That Thief
_____ A Psychologist Looks at Motivational Problems in Training
_____ A Counselors Guide to Federal Aid Programs
_____ How To Train Others
_____ Do You Know That You Are the Public Relations Expert in Your Store?
_____ Smiling Scot Products
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